

## Message Text

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ACTION EA-09

INFO OCT-01 ISO-00 CIAE-00 PM-05 H-01 INR-07 L-03

NSAE-00 NSC-05 PA-01 PRS-01 SP-02 SS-15 IO-13

ACDA-07 EB-08 /078 W

-----100611 050419Z /12

R 050153Z AUG 77

FM AMEMBASSY SEOUL

TO SECSTATE WASHDC 5534

USIA WASHDC

INFO DOD WASHDC

CINCPAC

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CINCPAC FOR USIA ADVISOR

EO 11652: GDS

TAGS: SOPN PROP KS

SUBJ: U.S. PUBLIC AFFAIRS PLAN FOR KOREA

SUMMARY: MISSION PROPOSES FIVE-YEAR PUBLIC AFFAIRS  
PLAN TO SUPPORT U.S. POLICY DIRECTION SET FORTH IN 10TH  
SECURITY CONSULTATIVE MEETING. END SUMMARY.

1. AT SCN, USG AND ROKG ESTABLISHED PARAMETERS OF OUR  
JOINT EFFORTS IN THE YEARS AHEAD TO ASSURE SECURITY  
AND STABILITY ON KOREAN PENINSULA. THE SPECIFIC UNDER-  
TAKINGS TO WHICH WE HAVE COMMITTED OURSELVES ARE NOW  
ON PUBLIC RECORD AND SHOULD REDUCE MUCH OF THE SPECULATION  
AND DEBATE THAT HAS DOMINATED KOREAN SCENE SINCE PLANNED WITH-  
DRAWAL OF U.S. GROUND FORCES WAS FIRST ANNOUNCED.

2. INCREASINGLY, KOREAN PEOPLE AND ROKG ARE ACCOMMODATING TO  
REALITY OF THE WITHDRAWAL, BUT THEY REMAIN CONCERNED ABOUT ONE  
CENTRAL PSYCHOLOGICAL QUESTION: IS THE AMERICAN COMMITMENT  
CREDIBLE IN ABSENCE OF U.S. GROUND FORCES? WISESPREAD DOUBT

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ABOUT U.S. STEADFASTNESS COULD NEGATE THE DETERRENT EFFECT  
OF THE U.S./ROK ALLIANCE, THREATENING STABILITY OF NE ASIA. TO  
SUPPORT U.S. POLICY TO DEAL WITH THIS PROBLEM, THE MISSION  
PROPOSES A MAJOR PUBLIC AFFAIRS EFFORT OVER THE NEXT SEVERAL  
YEARS.

3. IN BALANCE WITH PUBLIC AFFAIRS ACTIVITIES SUPPORTING CRED-

IBILITY OF U.S. COMMITMENT AND RELIABILITY OF U.S.-ROK DETERRENT, PROGRAMS SHOULD EMPHASIZE OUR READINESS, IN COOPERATION WITH ROK, TO NEGOTIATE WITH INTERESTED POWERS A REDUCTION OF TENSION AND CONSOLIDATION OF PEACE ON THE KOREAN PENINSULA.

4. SINCE DIRECT RESTATEMENT OF THE AMERICAN COMMITMENT, BY ITSELF, WILL NOT ALLAY KOREAN DOUBTS, WE PROPOSE AN INDIRECT APPROACH WHICH DEMONSTRATES AMERICA'S LASTING STAKE IN THE ASIAN/PACIFIC AREA--OUR CONTINUING SECURITY, ECONOMIC, EVEN CULTURAL AND SOCIAL INTERESTS. OUR INTENT WOULD BE TO REINFORCE AMONG CONCERNED KOREANS THE BELIEF THAT THE USG WILL NOT ABANDON ITS STAKE HERE.

5. WHILE DIRECTING OUR PUBLIC AFFAIRS RESOURCES TOWARD FULFILLING THIS MAJOR OBJECTIVE WE SHOULD ALSO STRENGTHEN ADDITIONAL SUPPORTING THEMSES:

A. AMERICA'S WILL AND INTENTION TO REMAIN AN ASIA/PACIFIC POWER: OUR ACTUAL ECONOMIC AND MILITARY PRESENCE IN ASIA WILL BE THE ESSENTIAL ELEMENTS IN THIS EFFORT, BUT WE SHOULD CALL ATTENTION TO OUR STRATEGIC INTERESTS IN ASIA, OUR MANY ASIAN TREATY RELATIONSHIPS, AND OUR NEED TO PRESERVE OUR CREDIBILITY WORLDWIDE BY MAINTAINING OUR ASIAN COMMITMENTS. OUR CONSIDERABLE MILITARY DEPLOYMENTS IN ASIA AND OUR TECHNIQUES OF MOBILE REINFORCEMENT SHOULD BE STRESSED.

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B. THE CURRENT AND FUTURE CAPABILITIES OF THE ROK MILITARY AND KOREAN ECONOMY DEVELOPED WITH U.S. AND INTERNATIONAL COOPERATION: MOST KOREANS REMAIN INSUFFICIENTLY AWARE OF PRESENT AND FUTURE STRENGTH OF THEIR OWN MILITARY FORCES, THE SECURITY IMPLICATIONS OF KOREA'S EXPANDING ECONOMIC POWERS, AND THE CLOSE U.S. AND INTERNATIONAL ECONOMIC COOPERATION WITH KOREA. THE U.S. PUBLIC AFFAIRS EFFORT WOULD NOT RPT NOT, TAKE ON INFORMATION ACTIVITIES APPROPRIATE TO THE ROKG, BUT WOULD RESTRICT ITSELF TO THE FURTHERANCE OF STRICTLY U.S. OBJECTIVES.

C. THE HIGHLY CREDIBLE DETERRENT EFFECT OF AN IMPROVED, FIVE-YEARS-HENCE KOREAN GROUND FORCE COUPLED WITH AN CONTEMPLATED BY A CONTINUING, AUGMENTED U.S. AIR PRESENCE, TOGETHER WITH LOGISTIC AND OTHER SUPPORT FROM THE U.S. SUCH A DETERRENT WILL POSSESS SOME IF NOT ALL OF THE PSYCHOLOGICAL BENEFITS HERETOFORE PROVIDED BY THE AMERICAN GROUND FORCE PRESENCE.

D. OUR CONTINUING GOAL IS, IN COOPERATION WITH THE ROK, TO NEGOTIATE A SETTLEMENT IN KOREA WITH THE INTERESTED POWERS. THIS THEME SHOULD BE REITERATED AS A BALANCE TO OUR REAFFIRMATION OF MILITARY DETERRENCE.

6. OUR APPROACH MUST BE CAREFULLY CONSTRUCTED WITH ALL POSSIBLE AUDIENCES IN MIND. SOUTH KOREANS WILL NOT BE OUR AUDIENCE; NORTH KOREA WILL BE WATCHING WHAT WE DO AND LISTENING TO WHAT WE SAY. IT IS ESSENTIAL THAT PSYCHOLOGICAL EFFORTS DIRECTED PRIMARILY AT THE SOUTH BE BOTH CREDIBLE AND FREE OF POTENTIAL FOR DISTORTION; I.E., NEITHER MORE AGGRESSIVE NOR MORE PASSIVE THAN INTENDED.

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7. WE MUST ALSO BE PREPARED FOR IMPACT OF FUTURE U.S. POLICY DEVELOPMENTS WHICH COULD PROVE PROFOUNDLY TROUBLING TO KOREANS, SUCH AS NORMALIZATION OF RELATIONS WITH PRC OR RESUMPTION OF CONTACTS WITH CUBA AND VIETNAM, ALL OF WHICH WOULD BE PERCEIVED BY KOREANS AS ELEMENTS OF A NEW PATTERN OF U.S. RELATIONS WITH FORMER COMMUNIST AND NONCOMMUNIST ADVERSARIES. SINCE THERE IS LITTLE THAT CAN BE DONE TO SOFTEN IMPACT OF SUCH SPECIFIC EVENTS, ONLY EFFORT SHARPLY FOCUSED ON OUR CONTINUING ECONOMIC AND SECURITY STAKE IN ASIA OFFERS HOPE OF MAINTAINING OUR ESSENTIAL CREDIBILITY IN A CHANGING ENVIRONMENT. HOWEVER, OUR DETERMINATION NOT TO ENTER NEGOTIATIONS WITH NORTH KOREA ON FUTURE OF PENINSULA WITHOUT ROK PARTICIPATION NEEDS CONSTANT REITERATION.

8. WHAT SHOULD BE THE ULTIMATE AIMS OF THIS

PSYCHOLOGICAL EFFORT? FIRST, TO CONVINCE KOREANS  
THAT THE U.S. GROUND FORCES WITHDRAWAL DOES NOT  
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CONSTITUTE ABANDONMENT OF REPUBLIC OF KOREA.  
SECOND, TO CONTRIBUTE TO KOREAN CONFIDENCE IN THEIR OWN  
ABILITY TO TAKE ON A LARGER SHARE OF THE DEFENSE  
BURDEN, DEMONSTRATING TO THEM THAT THIS IS NOT  
ONLY THE UNAVOIDABLE THRUST OF PRESENT AND  
FUTURE U.S. POLICY BUT THAT IT IS A SELF-DEFENSE  
POSTURE BEFITTING A STRONG PEOPLE AND A STRONG  
ECONOMY. THIRD, TO DEMONSTRATE TO BOTH NORTH  
AND SOUTH KOREA THAT AMERICA IS BOUND, LEGALLY  
AND MORALLY, TO DEFEND THE RREPUBLIC, THAT  
WE HAVE THE WILL TO ACT ON THAT RESPONSIBILITY,  
AND THAT TO DISCOUNT OUR DETERMINATION IS TO  
MISCALCUALTE OUR INTENTIONS AND OUR RESOLVE.

9. A COMPREHENSIVE PUBLIC AFFAIRS PROGRAM IS  
NEEDED TO ADDRESS THESE ISSUES. AS ONE ELEMENT,  
THE EMBASSY RECOMMENDS A HEIGHTENING OF THE  
LEVELO OF VISIBILITY ACCORDED U.S. TROOP EXERCISES,  
MOBILE DEPLOYMENT TRAINING EXERCISES, FLEET  
VISITS, AND JOINT U.S./ROK MILITARY ACTIVITIES. WE  
SHOULD CONSIDER INCREASING FREQUENCY OF FLEET  
VISITS AND ENCOURAGE USE OF STATIC DISPLAYS AND  
CEREMONIAL FLYOVERS TO INCREASE AWARENESS OF  
U.S. AIR UNITS DEPLOYED IN KOREA. PUBLIC, CONFIDENCE-  
BUILDING TREATMENT IS RECOMMENDED FOR FORMAL  
TURNOVER OF RESPONSIBILITIES AND FACILITIES FROM  
U.S. TO KOREAN UNITS. TOURS OF U.S. INSTALLATIONS  
IN PACIFIC SHOULD BE CONSIDERED FOR KOREAN  
MEDIA REPRESENTATIVES, GOVERNMENT, BUSINESS, AND  
ACADEMIC LEADERSS. FILMS AND TELEVISION DOCUMEN-  
TARIES SHOULD BE PRODUCED TO HIGHLIGHT MAJOR  
THEMES OF THE PROGRAM SUCH AS REGIONWIDE  
DEFENSE CAPABILITY AND THE U.S. LONG-TERM

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FINANCIAL, TRADE, AND INVESTMENT STAKE. A PRO-  
GRAM OF SEMINARS, PRESS FEATURES, AND INTERVIEWS  
WOULD BE DEVELOPED ON U.S. ECONOMIC PRESENCE.  
INCREASED STRESS WOULD BE PLACED ON STRENGTHEN-  
ING AND RAISING AWARENESS OF LONG-TERM KOREAN-  
AMERICAN CULTURAL TIES AND SEEKING TO DEEPEN  
INSTITUTIONAL NATURE OF THESE TIES.

10. ABOVE DISCUSSION OF RATIONALE AND PRINCIPAL THEMES SUMMARIZES PUBLIC AFFAIRS PLAN AS APPROVED BY COUNTRY TEAM AND IS SUBMITTED FOR DEPARTMENT'S AND USIA'S REVIEW. TABLE OF SPECIFIC PROJECTS PROPOSED FOR USIA AND POST ACTION FOLLOWS BY SEPTTEL. STERN

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